

APE RIT IVO







ART OF THE APERITIVO

On the wide boulevards of Milan, the chic fashionistas sip Campari Soda; in Turin, it might be a Martini on ice, while in Venice it's more likely than not an Aperol spritz. In Paris it could be pastis; in Barcelona, a vermú - vermouth on the rocks with a wedge of orange and an olive. All are classic aperitivos, but an aperitivo is more than just a drink.

The Italians say 'aperitivo', the French say 'aperitif'; both refer to that most civilised and cheering drinking habit, taken alone at home or with friends in a bar with something to nibble alongside, to quench the thirst at the end of the day and sharpen the appetite for a meal that's to come.

Many of our best-loved aperitivos date back centuries, with secret blends of herbs and spices that make each one unique. Others are newer to the aperitivo party but share the same roots of delicious concoctions to tickle our tastebuds that can be used in so many ways. They may often be better known as essential ingredients in killer cocktails - negronis, martinis and the like - but the best really shine taking centre stage in easy-to-make drinks that perfectly suit the trend for lighter drinking.

My love of aperitivos knows no bounds (I'm not known as the 'Queen of the Aperitif' for nothing) so I'm delighted to see their recent rise in popularity. So many of my favourite brands are gathered here in so many lovely serves; I urge you to explore their charms and raise a glass to the glorious ritual that is the aperitivo.

Salute, santé, cheers!

Kate Hawkings

Writer and Queen of the Aperitifs

SEPTEMBER 2020



A LIFETIME OF *APERITIVO*

CLICK ON THE BRAND NAME TO FIND OUT MORE

2000BC
/ 400BC

2000bc-400bc - Herbal, wormwood-infused wines are used in medicine across the world, from ancient China in the form of rice wine, to India, to Greece (where it is often accredited to Hippocrates himself). These will later adapt to become the modern 'vermouth'.

1786

1786 - A shop assistant named Antonio Benedetto Carpano creates his sweet 'vermuth' in Torino and sends a crate to King Vittorio Amedeo III - who takes an immediate liking to it.

1750
/ 1800

1750-1800 - Vermouth becomes a roaring success with local society in Turin, which includes nobles such as the Dukes of Savoy. Everyone takes up the habit of stopping in the afternoon to enjoy a glass - the dawn of the Italian aperitivo is here.

1860

1860 - Gaspare **CAMPARI** creates his unmistakable red liqueur and names it after himself, bringing the aperitivo trend to Milan.

1863

1863 - The original **MARTINI** is created by the Martini & Rosso families. Their recipes have been handed down through generations of master blenders to this day.

1872

1872 - Brothers Raymond and Paul Lillet found the 'Maison **LILLET**', bringing the world its first aperitif from Bordeaux.

1919

1919 - **APEROL** was born from brothers Luigi and Silvio Barbieri, in Padua. Served with white wine and soda as a 'spritz', it quickly becomes a solid favourite in local bacari (wine bars).
Count Camillo Negroni adds gin to his Americano and creates one of the world's most famous aperitif cocktails, the Negroni.

1920s

1920 - The young Pilla brothers create their liqueur, **SELECT**, in Venice, as the trend for enjoying an aperitif begins to spread across the city post-WW1. The liqueur quickly becomes a star in this new cocktail scene.

1920s - The Aperitivo movement evolves into a daily ritual across Italy, for people across all social classes.

2014

2014 - **BELSAZAR** is launched by a trio of friends in South Baden, Germany, at the edge of the Black Forest. Their mix includes an addition of fruit brandy in their vermouths.

TODAY

TODAY - The aperitivo trend is loved and enjoyed worldwide by thousands of drink connoisseurs, all looking to put their own twist on it.

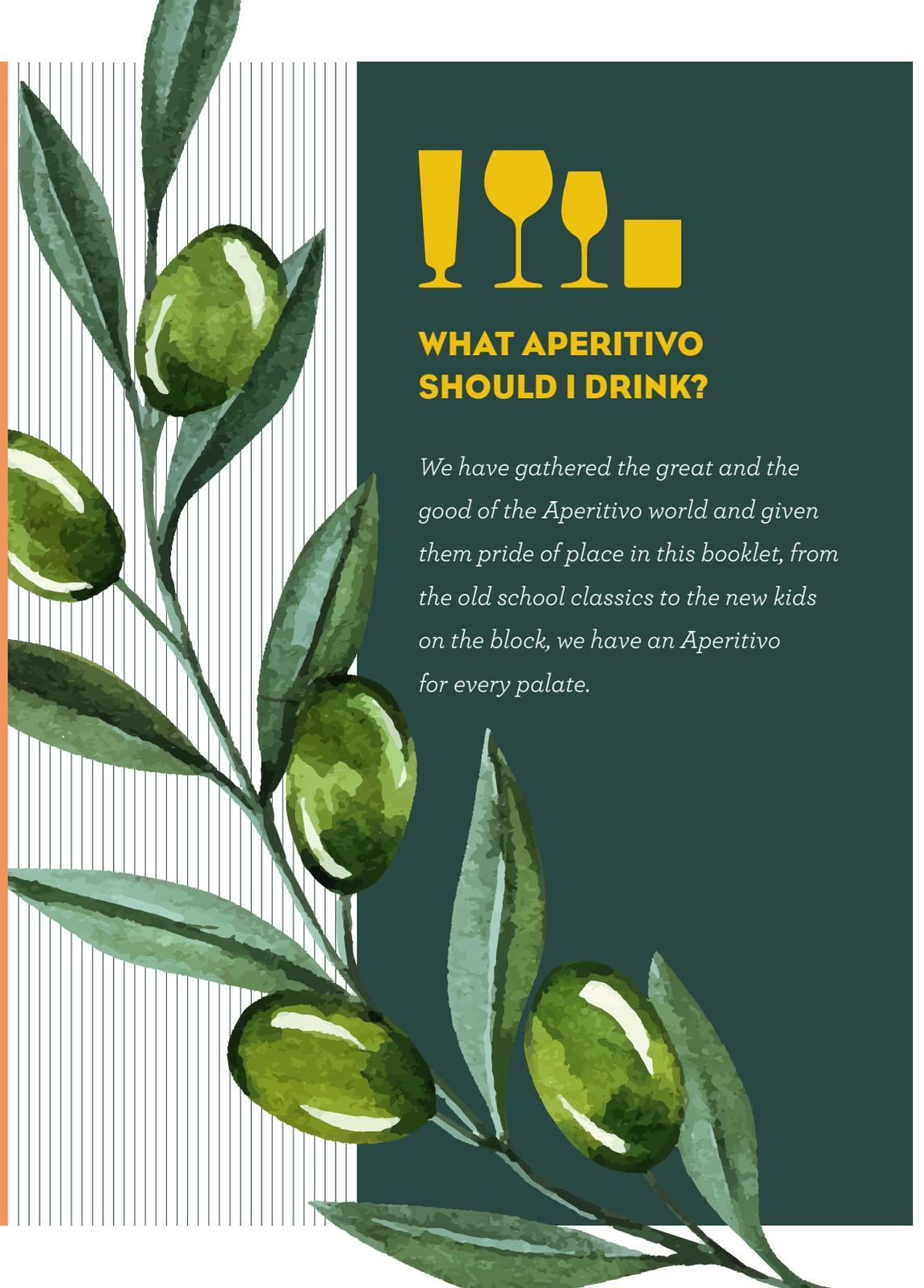


WHAT IS AN APERITIVO?

*The Aperitivo
is not just a drink,
it's an experience.*

Aperitivo is an authentic celebration, a social gathering and a ritual which has taken place in Italy for over 250 years. This event is characterised by a gathering of friends, delicious food and of course, a bitter sweet drink.

*The word **aperitivo** comes from the latin word meaning 'to open', referring to how the drink 'opens' the appetite. **These drinks not only awaken the palate, but are a wonderful way to start any occasion.** The drinks usually served as part of an Aperitivo are dry, fresh and bitter, and usually low in alcohol too.*



WHAT APERITIVO SHOULD I DRINK?

We have gathered the great and the good of the Aperitivo world and given them pride of place in this booklet, from the old school classics to the new kids on the block, we have an Aperitivo for every palate.

APEROL

1919 was the year of birth of an iconic Italian brand. After launch Aperol quickly became a firm favourite, and still is today. Bright orange in colour, Aperol's unique taste is thanks to a secret recipe, which has never been changed, with infusions of selected ingredients including bitter and sweet oranges, herbs and roots in perfect proportions.



APEROL

11% ABV
Complex and
bitter sweet

Aperol Spritz

One of the most well known aperitivos and recognisable worldwide.



75ml PROSECCO
50ml APEROL
25ml SODA
ORANGE slice

Fill a wine glass with ice, add the prosecco and the Aperol. Add in the soda and stir gently. Garnish with a slice of orange.

CAMPARI

The unmistakable vibrant red aperitif, Campari has been around since 1867. A blend of bitter herbs, fruit, aromatic plants and alcohol, it's said that only three people in the world know the secret recipe which is unchanged to this day. You may know Campari as the key ingredient for the famous Negroni, but there is so much more to this drink.



CAMPARI

25% ABV
*Aromatic herbs and
intense orange*

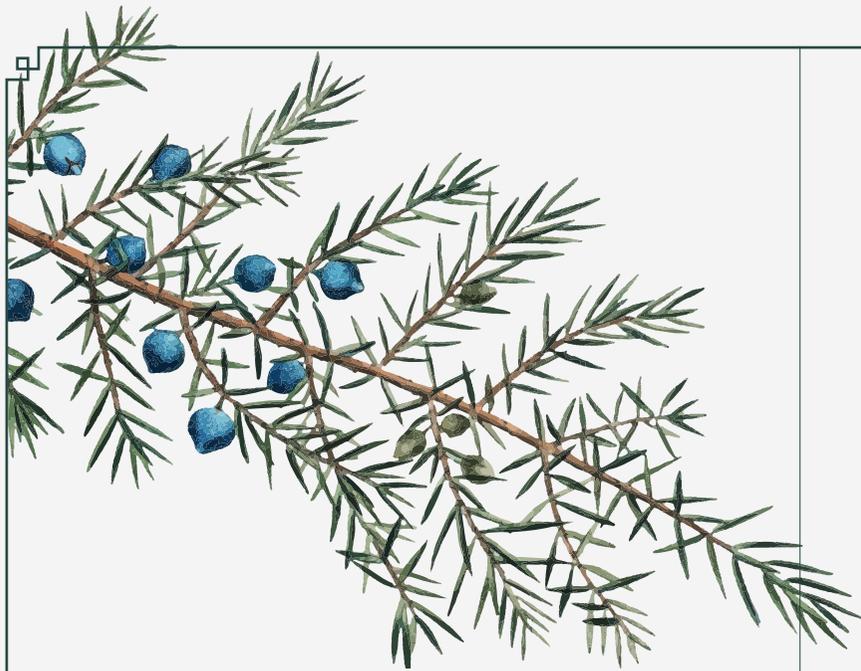
Campari G&T

A stylish Italian twist on the quintessential British G&T.



25ml CAMPARI
25ml GIN
TONIC water
LIME wedge

Fill a balloon glass with ice, pour in the gin and Campari, followed by tonic water. Add a squeeze of fresh lime then stir and garnish with a fresh lime wedge.



SELECT

Select is the star of the Venetian cocktail scene. Created in 1920, Select is made by blending 30 botanicals, including juniper berries and rhubarb roots which undergo a careful distillation process.

This complex process has resulted in the unique bittersweet and aromatic flavour.



SELECT

*17.5% ABV
Spicy, tropical
and citrusy*

Select spritz

Select is the essential ingredient for making the Original Venetian Spritz.



*3 parts PROSECCO
2 parts SELECT
Splash of SODA
A large GREEN OLIVE*

Pour Prosecco into a wine glass filled with ice, add Select and soda water and gently stir. Garnish with a large green olive and enjoy!

MARTINI

Created by the Martini and Rosso families, the art of blending Martini is a skill trusted to a select few, passed down from master to master through eight generations. To create their vermouths, Martini blends crisp white wines with aromatic fruit, barks, exotic spices and herbs. Martini has their very own term for aperitivo with their drinks, Martini Time.

EXTRA DRY

15% ABV
Fruity and dry



BIANCO

15% ABV
Vanilla and
a sweet finish



ROSSO

15% ABV
Warm sweetness
and citrus



FIERO

14.9% ABV
Citrus and
bittersweet



Martini Rosso & Tonic

The original Martini Rosso
mixed into a flavourful cocktail.

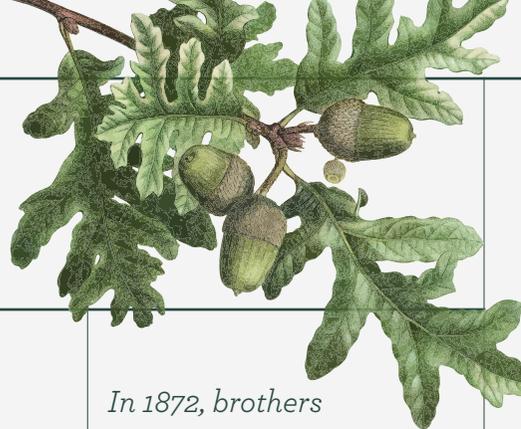


1 part MARTINI
ROSSO
1 part TONIC
An ORANGE wheel

Fill a balloon glass with ice, pour
over the Martini Rosso and Tonic
and stir gently. Garnish with
an orange wheel.



LILLET



LILLET ROUGE

17% ABV
Ripe berries, vanilla
and delicate spice

LILLET BLANC

17% ABV
Candied oranges,
honey and exotic fruits

LILLET ROSÉ

17% ABV
Fresh, lively
and fruity

In 1872, brothers Raymond and Paul Lillet founded “Maison Lillet”, bringing the first aperitif from Bordeaux to the world. Made from a blend of wines from the Bordeaux region and fruit macerations, blends are created and moved to oak barrels. After ageing for several months Lillet has formed its fruity, candied notes and rich, balanced and lively flavour.

Lillet Blanc spritz

Lillet Blanc is an elegant and refreshing French aperitif with a floral, fruity flavour. It is best enjoyed in a signature Lillet Spritz.



1 part LILLET BLANC
2 parts TONIC water
garnish with MINT
CUCUMBER and
STRAWBERRY

Pour Lillet Blanc into a glass filled with ice, add the tonic water, stir gently and garnish.

BELSAZAR

Belsazar is produced at the edge of the picturesque Black Forest in Germany. Handcrafted from the finest ingredients, four variants are made: Dry, Red, Rosé and White. Belsazar vermouths are created using a blend of six wines flavoured with up to 20 different home-grown spices, herbs, peels and blossoms.



ROSÉ

17.5% ABV • Light, bittersweet and summery

WHITE

18% ABV • Mellow, with a hint of elegant vanilla

RED

18% ABV • Full bodied and bittersweet

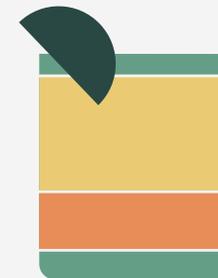
DRY

19% ABV • Dry, with notes of summer fruits and bitter Seville orange



Belsazar rosé & tonic

Sunshine in a glass, fresh berry flavour with subtle bitterness.



*1 part
BELSAZAR ROSÉ
2 parts TONIC
A GRAPEFRUIT wedge*

Pour Belsazar Rosé over a tumbler filled with ice, add the tonic and stir gently, garnish with a wedge of pink grapefruit.





get in touch with your Account Manager today for more information

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